

The Philippine Embroidery Industry

PREPARED BY THE PHILIPPINE COMMERCIAL AGENCY
San Francisco

THE women of the Philippines have long been noted for their patience and dexterity in hand embroidery. This was one of the principal feminine industries taught in the convents by the Spanish, French and Belgian sisters. The women have wonderful designs of intricate patterns, using a great variety of stitches and also various patterns in the openwork known as "Calado."

In the early days the industry was established by native men, who sold their products only in the Philippine Islands. They would purchase cloth, draw a design by pencil and give it out to women to embroider, afterward peddling the product around the streets of Manila. The designs were often crude and materials inferior, although the workmanship was excellent.

Gradually a great industry has been developed. It was difficult to secure an entrance into American markets, but after the desired styles and appropriate designs for American trade



of Manila and the municipalities of Marikina and Paranaque of the province of Rizal, in the province of Cavite, in the municipality of Taal, of the province of Batangas, in Calumpit and Hagonoy of the province of Bulacan and in various parts of Pampanga and the Tarlac, not to mention limited districts in the Visayas.

Employees engaged at the local headquarters are for the most part working on a salary basis and are engaged in cutting, sewing, trimming, ribboning, ironing, packing and embroidering for export trade.

Philippine hand embroideries are of cotton and linen. Practically no silks are used. The materials chiefly used in the making of Philippine hand embroideries are nainsooks, batiste, voile, georgette, crepe de chine and net-cotton. All these materials are imported from the United States.

The principal articles of embroidery made in the Philippines are lingerie, children's clothes, handkerchiefs, tablecloths and underwear.

Embroideries of the Philippines are exported chiefly to the United States, although a very small quantity is ex-

ported to the United Kingdom, Hongkong and Australasia. The exports from 1914 up to and including the first six months of 1918 were as follows:

1914	324,912 pesos
1915	735,303 "
1916	2,328,024 "
1917	3,929,318 "
1918	4,361,332 "
1919	6,912,004 "

While the demand in the United States seems to be steadily increasing for Philippine embroideries, there are indications that the increase in exports from the Philippines is due to the decrease in exports of embroideries from Europe to the United States. Imports of embroideries, laces, handkerchiefs and edgings to the Unit-



responding decrease in the United States imports from Europe and the Madeiras seem to indicate that the Philippine demand is due in measure to war conditions, but notwithstanding the resumption of the manufacture and export of embroideries and laces from Europe, Philippine hand embroideries have attained a demand in the United States market which they will not lose, but which on the contrary will continue to develop even faster than it can be supplied with the present available labor supply in the Islands.

The field for further development is immense. The present output is only from the city of Manila and outlying territory. The rest of the archipelago is not doing anything in this line, but there is no doubt that with the proper training the women in the provinces could increase production by even a hundred-fold should the demand warrant it.



ed States from Europe and the Madeiras during the years 1912 to 1918, inclusive, follow:

1912	\$37,004,161.00
1913	35,776,301.00
1914	33,865,822.00
1915	20,800,266.00
1916	21,153,392.00
1917	16,648,857.00
1918	10,421,083.00

The heavy increase in the exports of Philippine hand embroideries beginning with the year 1915 and the cor-



were introduced, the workmanship spoke for itself and has resulted in increasing prosperity each year. The output of hand embroidery has nearly reached the mark of 7,000,000 pesos* a year, and the demand exceeds all present available sources of supply.

From the year ending December 31, 1914, when the total exports of hand embroidery from the Philippines totalled 324,912 pesos until the end of the year 1919, when the total exportation amounted to 6,912,004 pesos, a period of six years, the increase was more than twenty-fold. There are today nineteen concerns in Manila with a personnel aggregating approximately 60,000 persons in and around the city devoting their energies to the preparation of this handiwork for foreign trade. Fourteen of these concerns are devoting their efforts to export business.

These concerns are not, strictly speaking, factories, but each has local headquarters in Manila and most of them have various sub-agencies in Manila and the adjoining provinces. Each concern maintains from 5 to 100 employees at the local headquarters and from 10 to 100 agents who deal with piece-workers in the districts of Paco, Tondo, Ermita, Malate, Santa Ana, and Singalong in the city

*A peso is equal to half an American dollar; a centavo to half an American cent.

Newspapers Published in the Philippines

IN MANILA

DAILIES

The Manila Times (Evening). Owner, American and Filipino.
The Cablenews-American (Morning). Owner, American (Catholic).
The Manila Daily Bulletin (Morning) Owner, American.
El Filipino (Morning). Owner, Filipino.
El Comercio (Evening). Owner, Spaniard.
El Mercantil (Evening). Owner, Spaniard.
El Ideal (Spanish) (Evening). Tagalog Edition, Ang Mithi. Official organ of the Nationalista Party. Owner, Filipino.
El Debate (Spanish) (Morning). Tagalog Edition, Ang Mandigdigma. Owner, Filipino.
La Nacion (Spanish) (Evening). Tagalog Edition, Ang Bansa. Organ of the Democratic Party.
La Defensa (Spanish) (Morning). Catholic newspaper.
La Integridad (Spanish) (Evening). Owner, Filipino.
Ang Katimawaan (Tagalog) (Morning). Owner, Filipino.
Man Ho Po (Chinese and English) (Morning). Owner, Chinese.
Kong Li Po (Chinese) (Morning). Owner, Chinese.

WEEKLIES

The Philippines Free Press (English and Spanish). Owner, American.
The Philippines National Weekly (English and Spanish). Owner, Filipino.
The Filipina (English and Spanish). Publication of the Centro Escolar de Senoritas.
The Philippine Law Review (English). Owner, Filipino.
The People (English, Spanish and Tagalog). Owner, American and Filipino.
The Citizen (English and Spanish). Owner, Filipino.
The Independent (English and Spanish). Owner, Filipino.
The Sunday and Weekly Times (English). Owner, Filipino.
The Alliance (English). Owner, Filipino.
The Japanese Tradesman and Artisan Benevolent. Owner, Japanese.
Manila Tennis (English). Owner, Filipino.
Elegancias (Spanish). Owner, Filipino.
Official Gazette (English and Spanish). Official Government Publication.
Varsity News (English). Student newspaper of the University of the Philippines.
Way of Peace (English, Tagalog and Ilocano). Published by Philippine Christian Institute.

La Lucha (Spanish). Owner, Filipino.
Confetti (Spanish). Owner, Filipino.
Excelsior (Spanish). Owner, Filipino.

FORTNIGHTLY

El Agricultor Filipino (Spanish).
The Rising Generation (English).
The Philippine News Review (English).
Publicidad (Spanish).

MONTHLY

The Philippine Journal (English).
The Philippine Review (English and Spanish).
The Philippine Journal of Science.
The Philippine Education (English).
The Philippine Journal of Education (English). Publication of the College of Education, University of the Philippines.
The Philippine Law Journal (English). Publication of the College of Law, University of the Philippines.
The Philippine Observer (English). Methodist publication.
The Philippine Chinese Advocate.
The Philippine Christian Advocate.
Philippine Farmer.
Philippine Motor Topics.
Railway Messenger.
Merchant Association Review.
Sugar Central and Planters News.
Progressive Agriculture.
Ecos del Nino de Praga.
Cultura Social.
Revista de la Camara de Comercio de las Islas Filipinas.
Revista Economica.
Revista Medica-Farmacologica.
Agricultor Filipino.
Boletin de la Camara de Comercio Espanola.
Boletin de la Asociacion Pan-Orientalista.
Boletin oficial de la C. C. E.
La Verdad.
Mahuting Balita.
Patnubay ng Bayan.
Daan ng Kapayapaan.

QUARTERLY

The Philippine Agricultural Review.
Bureau of Public Works Quarterly Bulletin.
Labor Bulletin of the Bureau of Labor.
The Nippon.
The Philippines.

SEMIANNUALLY

Dia Filipino.

ANNUALLY

1 30 de Diciembre!

IN THE PROVINCES

ALBAY: Town Albay. El Heraldo Bicol (Spanish and Bicol). Biweekly.
AMBOS CAMARINES: Town, Naga. El Bicolano (Spanish and Bicol). Weekly.
CAGAYAN: Town, Tuguegarao. La Verdad (Spanish and Ibanag). Weekly.
Town, Aparri. La Luz (Spanish). Weekly.
CEBU: Town, Cebu.
El Espanol. Weekly.
La Juventud. Weekly.
Nueva Fuerza. Weekly.
El Precursor (Spanish). Weekly.
La Revolucion (Spanish). Visayan Edition, Ang Kaguhat. Every other day.
Boletin Catolico. Weekly.
The Spectator (English and Spanish). Weekly.

Cebu Chronicle (English). Daily.
Ang Camatuoran (Spanish and Visayan). Fortnightly.
Ang Tiwag. Weekly.
ILOILO: Town, Iloilo.
El Tiempo. Daily.
El Adalid. Daily.
El Centinela. Daily.
El Pueblo. Daily.
Nuevo Heraldo. Daily.
Ang Kasimanwa (Visayan). Weekly.
Makinaugalingon (Visayan). Biweekly.
Kabuhi Sang-Banawa (Visayan). Weekly.
Iloilo (Spanish). Published every ten days.
LEYTE: Town, Tacloban: Nueva Era (Spanish and Visayan). Weekly.
MISAMIS: Town, Cagayan.
Ang Kataungan (Visayan). Weekly.
Ang Pipinhon (Visayan). Weekly.
OCCIDENTAL NEGROS: Town, Bacolod: La Restauracion (Spanish). Weekly.
ORIENTAL NEGROS: Town, Dumaguete: Silliman Truth (English and Visayan). Weekly.
PAMPANGA: Town, San Fernando.
Ing Catala (Pampangan). Weekly.
Town, Bacolod: Ing Alipatpat (Pampangan). Weekly.
SAMAR: Town, Calbayog: El Eco de Samar y Leyte (Spanish). Weekly.
ZAMBOANGA: Town, Zamboanga: The Mindanao Herald. Weekly.
La Voz del Pueblo. Weekly.
Al Fenix. Weekly.
Hojos Parroquiales. Monthly.
Sula Press. Monthly.
Surat Habar Sing Sug (Moro). Weekly.
PANGASINAN: Town, Lingayen.
La Union (Spanish, English and Pangasinan). Weekly.
Heraldo. Pangasinan (English, Spanish and Pangasinan). Weekly.
Town, Dagupan.
Philippine Forum (English). Monthly.
Ey-ey na Baley. Weekly.
Town, Mannoag: Livao. Weekly.
El Heraldo Nacional. Weekly.
LA UNION: Town, San Fernando: Daguiti Naimbag a Damag (Ilocano and English). Weekly.
El Abogado Cristiano. Bimonthly.
ILOCOS NORTE: Town, Laoag: El Grito de Ilocos Norte. Weekly.
Ti Bagnus. Weekly.
ILOCOS SUR: Town, Vigan: Aguiadadmag. Fortnightly.
SOROGON: Town, Sorsogon: La Impresion. Daily.
DAVAO: Town, Davao: Ecos de Davao. Weekly.
LAGUNA: Town, Los Banos: The Philippine Agriculturist. Monthly.
Town, Sta. Cruz: Philippine Presbyterian. Weekly.